


<b>AMENDMENT TRANSMITTAL LETTER</b>			Docket No. 249768082US		
Application No. 10/748,759-Conf. #2699	Filing Date December 30, 2003	Examiner Y. Retta	Art Unit 3622		
Applicant(s): Scholl et al.					
Invention: METHOD AND SYSTEM FOR GENERATING AND PLACING KEYWORD-TARGETED ADVERTISEMENTS					
<b>TO THE COMMISSIONER FOR PATENTS</b>					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
<b>Total Claims</b>	19	- 34 =	0	x 50.00	0.00
<b>Independent Claims</b>	2	- 3 =	0	x 210.00	0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify): Notice of Appeal					510.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					<b>510.00</b>
<input checked="" type="checkbox"/> Large Entity <span style="margin-left: 200px;"><input type="checkbox"/> Small Entity</span>					
<input type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____.					
A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input checked="" type="checkbox"/> Payment by EFT Account No. SEA1PIRM.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>50-0665</u> as described below.					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
 Maurice J. Pirio Attorney/Agent Reg. No.: 33,273				Dated: <u>1/31/08</u>	
PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000					

Docket No.: 249768082US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

---

In re Patent Application of:  
Scholl et al.

Application No.: 10/748,759

Confirmation No.: 2699

Filed: December 30, 2003

Art Unit: 3622

For: METHOD AND SYSTEM FOR  
GENERATING AND PLACING KEYWORD-  
TARGETED ADVERTISEMENTS

---

Examiner: Y. Retta

**AMENDMENT IN RESPONSE TO FINAL OFFICE ACTION**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Final Office Action dated October 31, 2007, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.